SOUNDTRANSIT

MOTION NO. M2013-69

A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a one-year contract with four additional one-year options to extend with Green Rubino to provide Advertising and Media Buying services for a total authorized contract amount not to exceed $1,656,000.

BACKGROUND:

Since 1999, Sound Transit has contracted for advertising and media buying services to build awareness of the agency and its services, promote the new services, and help build ridership. During that time, Sound Transit has experienced double-digit growth in ridership, grown its brand awareness to approximately 88 percent, and established a favorable opinion of the agency by 65 percent of the region's population.

The services provided under this contract include developing and producing print, broadcast, billboard and transit exterior, online, and direct mail advertising to support Sound Transit's marketing objectives of building ridership and agency awareness. In particular, Green Rubino will be providing the following services:

- Supplying media buying services as required to place advertising for Sound Transit (media buying services include developing a paid advertising strategy, purchasing advertising space and auditing media invoices for accuracy)
- Creating and preparing advertising ideas and programs
- Preparing estimates of costs for producing the recommended programs
- Checking and verifying insertions, displays, broadcasts or other means used
- Evaluating and reporting on advertising results

In addition to developing annual advertising campaigns and route promotions, the contractor will help promote the launch of University Link and South 200th Street light rail in 2016.

On April 29, 2013, Sound Transit advertised a request for proposals from qualified firms who were interested in providing advertising and media buying services for the agency. Green Rubino was selected out of the five proposals that were submitted and reviewed.

Sound Transit will pay the consultant a monthly fee of $24,000 for advertising services based on providing an estimated 150 hours of services per month or 1,800 hours per contract year. Sound Transit will also reimburse the consultant for all pre-approved, reasonable out-of-pocket expenses, delivery charges and travel expenses when applicable. The requested amount covers the one-year contract and the four one-year options to extend.

To offset a portion of the fee paid by Sound Transit for advertising services, Sound Transit will deduct the contract commission fee of 15 percent for placing media from the monthly fee.

MOTION:

It is hereby moved by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a one-year contract with four additional one-year options to extend with Green Rubino to provide Advertising and Media Buying services for a total authorized contract amount not to exceed $1,656,000.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on September 5, 2013.

John Marchione
Operations and Administration Committee Chair

ATTEST:

Kathryn Flores, for
Marcia Walker
Board Administrator